LEO BURNETT U.S.A.
Ad No. 1562-(TASTE WITH EVERY PUFF)-Reg. No. 79519-1 page-4/color-(9 3/4 x 11 1/4 inches)
Supplements, 1983

Taste With Every Puff.

You taste it on your first draw. You taste it with every puff you take. Extra taste.

That's what you get with MERIT.

The cigarette that delivers the taste of leading brands having up to twice the tar. There's nothing halfway about it. And you can taste it.

Nothing halfway about it.

MERIT

8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Mar '83

© Philip Morris Inc. 1983

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061191092
Source: https://www.industrydocuments.ucsf.edu/docs/shkn0003
2061191092